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SPECIFICATION**

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Welcome

Welcome to the July issue of *Designer Kitchen & Bathroom*.

It's that time of the year again for the best of the UK's kitchen and bathroom designers to put together their entries for the *Designer Kitchen & Bathroom Awards*.

Our awards are now in their 13th year and remain the most respected and highly valued design accolade amongst designers in the industry. We have once again assembled a diverse team of experts to judge the entries, ensuring that those selected as finalists can truly consider themselves to have reached the heights of their profession.

The deadline for entries has been extended to 10 July, so you don't have long to put forward your best project from the past year and ensure it's in with a chance to get the industry-wide recognition it deserves.

Finalists are announced in September ahead of the awards gala presentation lunch at London's Supernova on 11 November for what is widely considered to be the networking event of the year for anyone in kitchens and bathrooms.

The deadline extension applies to our product categories too, so don't miss the chance to win this year. See our dedicated awards website at designerkbawards.com for full details of the categories, criteria and how to enter.

In the meantime, enjoy the issue.

martin

EDITOR Martin Allen-Smith



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The print edition of *Designer Kitchen & Bathroom* magazine is just one part of what we do. Not only do we provide the most authoritative overview of all things design in the K&B sector every month, but you can also access the magazine using our brand new fully interactive app. Use it to discover additional content and extended versions of some of our features.

We also have a lively online community that stretches right across the social media spectrum, from Twitter to LinkedIn, Facebook to Instagram. Join us on all platforms to keep up-to-date on the latest design news, share ideas, and discuss the big topics with other readers.

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ON THE COVER



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Bathtub from the Stand bathroom range designed by Norm Architects of Denmark for Italian brand Ex.t



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Model shown Début Basin Monobloc Mixer

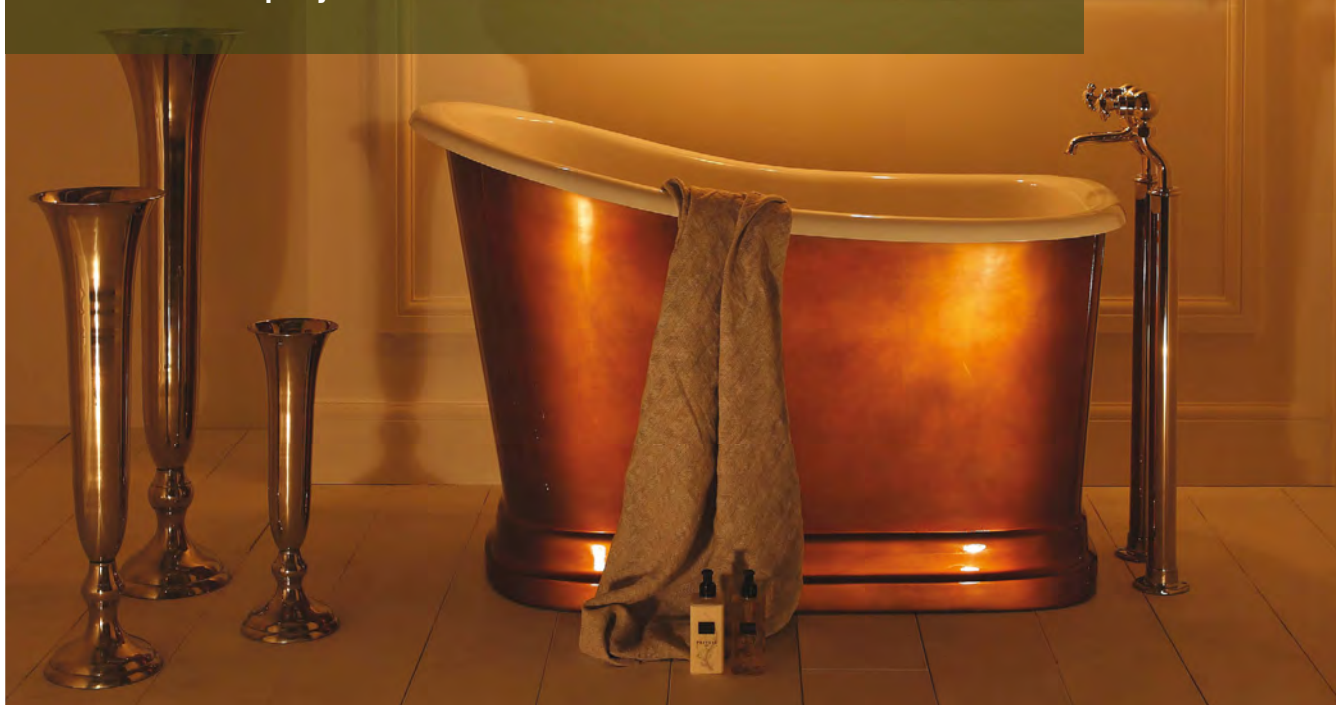
News

OUR MONTHLY ROUND-UP OF THE **PEOPLE**,
PRODUCTS AND **EVENTS** THAT MATTER FROM ACROSS
THE KITCHEN AND BATHROOM DESIGN SECTOR...

Appropriate Proportions

The Tubby Torre bathtub from Albion is based on the original Tubby design modified with a purpose-built plinth. As with the original version, the bath is deep and compact enough to be suitable for the smaller bathroom. It can be finished in any Dulux Trade colour, one of Albion's three metallic 'Burnished' finishes (Gold, Iron, Bronze) or Polished Pewter. To avoid any visual intrusion, the bath is supplied without a tap ledge to be used with either wall mounted taps or a mixer tap on stand pipes. The design also features an integral overflow system which incorporates a pipe that is cast into the wall of the bath and dispenses with the external overflow pipe.

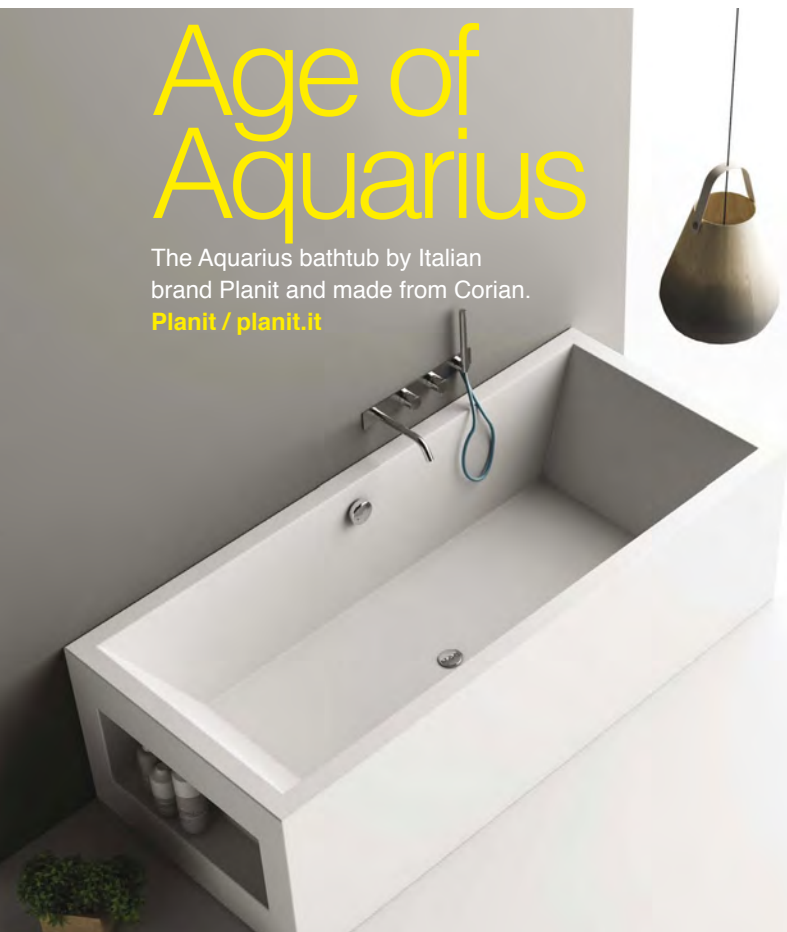
Albion Bath Company / albionbathco.com



Age of Aquarius

The Aquarius bathtub by Italian brand Planit and made from Corian.

Planit / planit.it



CARBON COOKER

Château 150 range cooker from La Cornue in carbon fibre with stainless steel trim or black stainless steel trim.

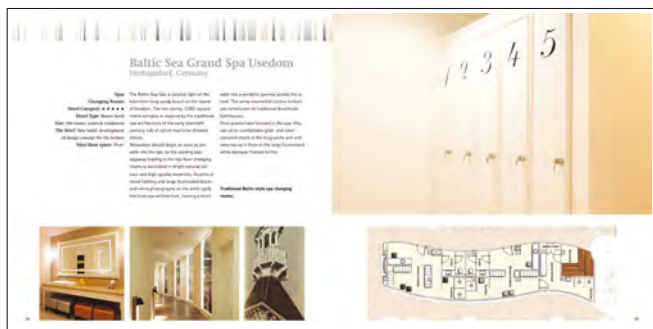
La Cornue / lacornue.com

A Cut Above



Pandanas pendant light featuring cut-out patterns inspired by the tropical leaves of the plant from which the product takes its name. Designed by Australian lighting designer Jan Flook, the pendant is available in a range of colours.

Jan Flook Lighting / janflooklighting.com



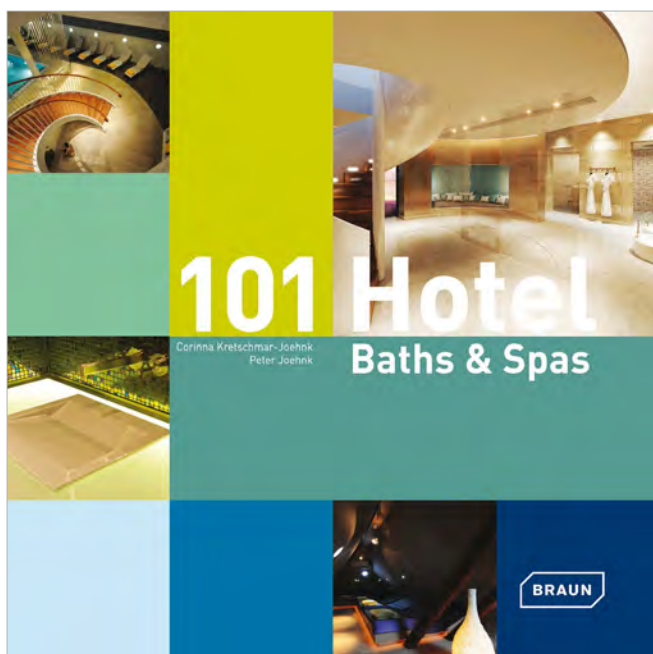
BOOKS: 101 BATHS & SPAS

BY PETER JOEHNK & CORINNA KRETSCHMAR-JOEHNK (BRAUN) £39.95

The most ambitious of residential bathroom schemes often take at least some of their inspiration from the plush high-end hotel and spa market. Consumers understandably want some of this luxury and comfort within their own homes, and looking through this collection of stunning spaces from around the world, it's easy to see why.

Across 232 pages, this selection of projects from the portfolio of Hamburg-based studio JOI-Design includes photographs, renderings, hand sketches, floorplans, and perspective drawings. It includes a broad range of schemes, from international luxury resorts with expansive wellness facilities, to small boutique hotels.

For anyone designing bathrooms at any level, this offers plenty of ideas – even if the footprint of most of the projects featured are somewhat generous compared to pretty much any UK bathroom project! The wealth of ideas and creativity is certainly transferable however, and this compilation of projects acts as a fascinating glimpse at the diverse range of cultural, practical and aesthetic design influences that drive hotel and spa design around the world.



Waldorf

Bathroom Collection



Classic in its inspiration, Waldorf is a truly evocative bathroom collection. Combining exquisite craftsmanship with early twentieth-century style, the new Waldorf range represents the ultimate in bathroom luxury. Blending classic rectangular lines with elegant softened edges to evoke a high-quality, striking look, the new range of brassware and sanitaryware is suited to both contemporary and traditional bathroom schemes.

To learn more about the full Crosswater Waldorf range or to find your nearest retailer, please contact: sales@crosswater.co.uk or call: 0845 873 8840

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Maximum Choice

Maxima 2.2 is a new kitchen system from Italian brand Cesar designed by G.V. Plazzogna.

Its distinctive 2.2cm thick door can be selected in various materials and is available in over 80 finishes or in its original version with an aluminium frame and a ceramic or glass panel.

Cesar / cesar.it

DATES FOR THE DIARY

10 JULY 2015

DESIGNER KITCHEN & BATHROOM AWARDS 2015 – ENTRY DEADLINE EXTENDED

It's the very last chance to enter this year's *Designer Awards*. The entry deadline has been extended to 10 July 2015 for the industry's most respected design awards showcasing the very best in kitchen and bathroom projects and products. Winners are announced at a gala presentation lunch in London on 11 November 2015 attended by leading figures from across the UK and international K&B sector. Entry is free and simple to complete online at the dedicated awards website.

Designer Kitchen & Bathroom Awards 2015 / designerkbawards.com



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EARTHY TONES



Tierras is a new collection of Italian-made tiles by Spanish designer Patricia Urquiola. Available in the UK from Surface Tiles, products in the range belong to two groups: Tierras Industrial tiles are made partly from recycled materials and focus on rich colours; and Tierras Artisanal designs are inspired by handmade tradition and feature three-dimensional surfaces made from extruded terracotta.

Surface Tiles / surfacetiles.com



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FRANKE



Gathering Timber

Kitchen brand DeVol has launched a new range in collaboration with designer Sebastian Cox.

Called The Sebastian Cox Kitchen by DeVol, the look is described as urban rustic and places an emphasis on the use of sustainable British timbers. With Birch plywood carcasses, doors made from sustainable timbers such as Beech and Ash and the incorporation of delicate woven panels, the design aims to utilise timbers which are often overlooked.

Paul O'Leary, Founder of DeVol, says: "This is a true collaboration, where the design is driven by the ethos of both partners. It just had to have some woven coppiced panels, but there is a conflict of practicality and taste here. We know our clients and some things

are just too much of a stretch away from their comfort zone. Woven doors looked twiggy, bathroomy, Japanese and hard to clean. Pristine woven beech with broad verticals, used as the back panel on glazed cabinets however, made the statement we were looking for, with none of the negatives.

Cox, a designer and craftsman who specialises in working with sustainable wood, says: "The whole kitchen is designed to look like it breathes. Together we've created something that feels clean, simple and light but is brimming with subtle texture to keep the choice of material front of mind. It is immaculately made with really charming details; the doors use very beautiful sliding dovetails that are visible on the inside."

DeVol / devolkitchens.co.uk







Chaos Theory

Chao is one of eight new ranges of chrome bathroom taps from Abode. The tap is available in a range of different versions including the single lever basin monobloc as shown.

Abode / abode.eu



Light Entertainment

Sensio has launched the SensioSound under-cabinet light with built-in Bluetooth speaker. It combines white LED light for the worksurface with the ability to play music without cluttering up the kitchen with additional speakers.

Sensio / sensio.co.uk



PEOPLE ON THE MOVE

Shower specialist **Aqata** has recruited **Nick Boys** as Regional Sales Manager for the South West of England. Boys has 12 years' experience in the bathroom industry, much of it specifically within the mid to high sector in which Aqata operates.



PEOPLE ON THE MOVE

Holloways of Ludlow has appointed **Paul Ryan** as Operations Manager at its West London workshop. He has over 20 years' experience in bespoke furniture-making and has previously run his own kitchen and furniture workshop in Ireland.



PEOPLE ON THE MOVE

PWS has announced two senior appointments with the promotion of **Kevin Gay** (pictured right) to Operations Director and **Andrew Buckingham** as IT Manager. Gay has been with PWS since 1988 and Buckingham steps up to his new role having worked for nine years at PWS as Software Engineer.



PEOPLE ON THE MOVE

Ripples Bournemouth has added **Danielle Avery** to its team as sales design consultant. With a background working in the retail and hospitality sectors, Avery last year studied full-time on an Interior Design and Architecture degree.



HIP TO BE SQUARE

Wilsonart is relaunching its Synergii designer worksurfaces range to include a Classic Collection and a Trend Collection with square edged profiles.

With advances in photo-realistic decors, the square edged laminates mimic real wood and stone, complementing both traditional and contemporary kitchen styles. Trends for extra thick and thin tops are catered for with options in 22mm, 38mm and 50mm. The Synergii range also includes matching upstands and splashbacks.

Wilsonart / wilsonart.com



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Showrooms

SHOWCASING SOME OF THE BEST SPACES AND PLACES
FROM AROUND THE KITCHEN AND BATHROOM SECTOR



Poggenpohl has opened a dedicated showroom in North London to showcase two stunning kitchens created in collaboration with the Porsche Design Studio. Situated on Finchley Road, the Poggenpohl Studio houses the first UK displays of the new P'7350 kitchen and its predecessor the P'7340.

Launched at Eurocucina in 2014, the P'7350 by Porsche Design Studio is being shown in the UK for the first time. The P'7350 is the second collaboration

between Poggenpohl and Porsche Design and is available in black, white or stone grey matt or gloss lacquer and grey walnut veneer. It also incorporates unusual materials such as the option of glass worktops, a New Zealand pine breakfast bar and vertical solid aluminium blades that frame the wall and floor units to emphasise the vertical lines of the kitchen.

One of the striking elements of this kitchen is that the vertical edges on

both the doors and the carcass are mitred to create a crisp fit and the mitred edge of the carcass is clad in brushed aluminium to continue the modern urban look.

Launched in 2008, the P'7340 kitchen will also be on display in the UK at the new Poggenpohl Studio, which is adjacent to the existing Norman Glenn Kitchens Poggenpohl showroom on Finchley Road.



Above: The P'7340 kitchen designed for Poggenpohl by Porsche Design Studio with carbon fibre doors, frosted glass worktop, black Dornbracht tap and aluminium frame.



Left: Poggenpohl's new P'7350 by Porsche Design kitchen in Stone Grey matt lacquer, with wall units in grey walnut veneer. Shown here with a frosted glass worktop and splashback, Gaggenau working appliances, Blanco stainless steel sink and Dornbracht brushed stainless steel tap.

Contacts

Poggenpohl By Porsche
Design Studio / 477-481 Finchley Road,
 London, NW3 6HS / poggenpohl.com

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Design by Pia Würtz



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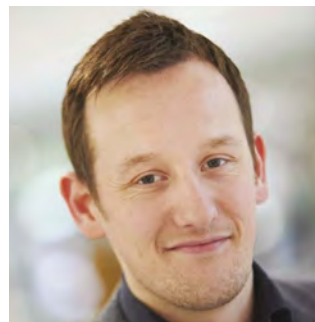
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Q&A

DAN COOK HAS BEEN PRINCIPAL DEVELOPMENT DESIGNER AT C.P. HART FOR FOUR YEARS, HAVING PREVIOUSLY BEEN RETAIL AND CONTRACTS DESIGNER AT THE BATHROOM RETAILER'S GUILDFORD AND WATERLOO SHOWROOMS...

“ ”



Where are you from?
Leicester.

What made you choose a career in design?

I enjoy the creative element, and like problem solving.

What is the best part of your job?

The best part of my job is definitely being able to witness the end result – seeing my showroom designs become a reality in some of the best bathroom retail spaces in the country.

What is the most difficult part of your job?

Probably time management. Working across 14 different stores and launching so many exciting and innovative products and designs means time is very precious!

Which have been your favourite projects so far and why?

Having been in the industry for nearly 10 years and working on many retail and contract bathroom projects there have been so many highlights, so it's quite hard to choose. However, I have loved working on the development of existing and new showrooms for the company. Our specialist Italian design showroom

– Studio Italiano in Primrose Hill – was one of my first projects to work on and is still one of my favourites. Another highlight has also been the recent re-vamp of our flagship showroom in Waterloo. It felt like a massive achievement, as we had some challenging new trends and a great deal of new product to showcase.

Who or what inspires you?

I like to take inspiration from anywhere and everywhere. I try not to take influence and inspiration from any one particular person or place, but rather keep myself open to all. If you look around and keep an open mind you may be surprised as to where your inspirations can come from!

Current music choices:

I am looking forward to Muse's new album due out this year, and I hope Biffy Clyro bring out some new stuff too. But I certainly like my classics – everything from Led Zeppelin through to Elvis, a little bit of country and Ol' Blue Eyes himself, Frank Sinatra.

TV programmes you never miss:

I read the books first (so not quite the same!) but I am really enjoying *Game of Thrones*.



Favourite place in the world:

Anywhere I can sit down and have a beer!

Who is the most famous person you've met?

We have had quite a few into our Waterloo showroom over the years but I always remained professional and resisted asking for an autograph. However, out of work I did bump into footballer Rio Ferdinand once.

Something not many people know about you:

I do a pretty decent impression of the King himself, Elvis...

What would be your specialist subject on Mastermind?

Is 'bathrooms' too obvious?

Social media: love it or loathe it?

Not the biggest fan as I like to keep myself to myself! However, it is part of everyday life now so it can't really be avoided.

Which three words would you use to describe yourself?

Determined, creative, family man.

What's the best advice you've ever been given?

Work hard, play hard – and be kind. **d**

Contacts

C.P. Hart / cphart.co.uk



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The whole room has a warm, modern colour palette – the main units are in Silver Brown matt laminate with silver plinths at the bottom, topped with a greyish Kensho Silestone worksurface and a Corian breakfast bar in Cameo White, all complemented by the textured Golden Oak laminate finish of the tall units and the stainless steel appliances

Streamlined Style

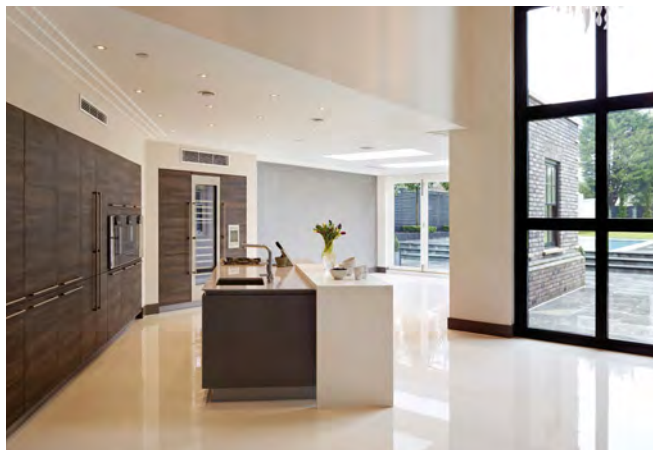
LIKE A DESIGNER DRESS TAILORED PERFECTLY TO ITS WEARER, THIS KITCHEN HAS BEEN DESIGNED TO ADD A SENSE OF EFFORTLESS ELEGANCE TO A NEW-BUILD ESSEX HOME



This luxury new home was designed to be as bright an airy as possible. Its expansive kitchen has full-height windows and direct access onto the terrace with its infinity pool.

With 27 sq m of kitchen space to play with, the temptation could easily have been to fill it up with cabinetry but Simon Lecomber, Sales Director at Nicholas Anthony, resisted that urge, opting instead to invisibly divide the space to create a hidden utility room and electronics hub to preserve the clean lines of the main kitchen.





"It was such a big, square room that we created the design to give some shape to the whole area," he says. It's a process that he likens to bespoke fashion: "I am pleased with the fact that we achieved a perfect balance between practicality and vogue style. Features such as the positioning of the island and the mix of handles and handle-less units are what I would call 'calculated couture'."

"With such an open space, choosing the correct positioning is vital and we usually aim to preserve as much space as possible without compromising convenience for the user. In this case the kitchen not only had to look good from the room itself, but from above as well, since there were views over the kitchen from the upper level."

Being a new build there was no client to design for as such, but the brief from

Dave Flower, Director of Flower Mill Homes, was clear: "We were looking for clean lines, functionality and uniqueness. We needed inspiring spaces; after all, the kitchen and bathrooms are the most important rooms in the house. Nicholas Anthony fulfilled all our expectations."

The clean lines and functionality was achieved with a mixture of simplicity and careful detailing. The geometric shape of the Corian breakfast bar mirrors the stairs in the background, while the Silestone worksurface has delicately chamfered edges to give it a feeling of lightness. Meanwhile, the textural oak-look laminate and long feature stainless steel handles of the tall cabinets contrast with the handleless simplicity of the matt laminate island.

Other features of the kitchen included a Lissner downdraft extractor from Westin,

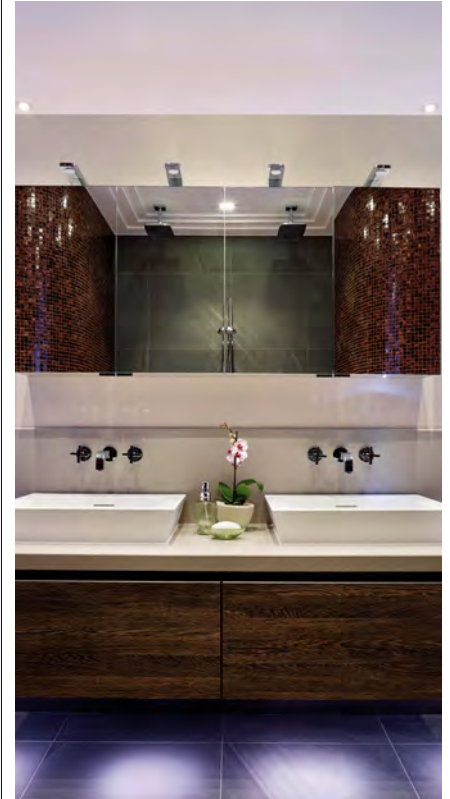
appliances from Gaggenau including gas hob, single oven, steam combi oven, freezer, refrigerator, wine cabinet and dishwasher, plus an Elio mixer tap from Dornbracht and a Zip Hydro boiling/chilled water tap.

"Everything had to be top end," says Lecomber. "It's a challenge working for Flower Mill as they want the best detailing on everything, but we love working with them because of the quality they demand and expect."

Above left So as not to interrupt the clean minimal lines of the kitchen, the doorway into the utility room is concealed behind twin doors in the line of tall Golden Oak laminated units. This bank of cabinetry adds textural interest to the room as well as providing storage and a home for the main appliances



The master bedroom ensuite is designed for two – it has twin Hansgrohe Raindance shower heads, two basins and even two WCs, each concealed by smoked glass doors behind the mosaic pillars surrounding the shower



With six ensuite bathrooms and a cloakroom to design, the challenge for Nicholas Anthony was always going to be how to make the rooms exciting and individual, while at the same time linking them together with a common design thread. Lecomber said: “The developer likes to mix light and dark and to have some rooms that are a bit edgy.”

With that in mind, the bathrooms range from beiges and truffle colours through to coffee shades and onto deep black – but with the Kensho grey Silestone linking them together.



The material was used on the kitchen worksurfaces, and in the bathroom design it makes feature appearances in most rooms, from the basin shelves in the cloakroom and in ensuite three, to the shelves in the master ensuite WC cubicles. Also appearing in various places is the textural Golden Oak laminate from the kitchen, which works its way into the design as vanity doors and light panels.

"There's a really nice theme running through the whole house," says Lecomber. "It's quite a masculine looking house, with dark grey bricks on the outside and predominantly neutral colours on the inside." **d**

Contacts

Flower Mills Homes /
flowermills.co.uk
Nicholas Anthony /
nicholas-anthony.com

Left At the top of the three-storey house are two more good-sized bedrooms, each with ensuite bathrooms. In bedroom five's ensuite, the basin, truffle-coloured glossy vanity unit and mirrors are all from Keuco

Right The ground floor cloakroom features a Vero basin and wall-mounted WC from Duravit and Axor Citterio taps from Hansgrohe. It is the eighth WC in the property as a whole

“““

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Sculptural Subtraction

SCANDINAVIAN SIMPLICITY IS AT THE HEART OF THIS NEW BATHROOM COLLECTION WHICH WAS DESIGNED IN DENMARK AND MADE IN ITALY...

The Stand bathtub by Norm Architects of Denmark is made from LivingTec composite material and is intended to be a minimalist take on the classic luxury baths typical of the 1920s and 1930s



“ ”

WE TRIED TO REINTERPRET THE MODERNIST STYLE OF THE 1920s AND 30s, STRIPPING IT OF ITS DECORATIVE EXCESSES

The Stand bathroom range from Italian brand Ex.t consists of a bathtub and basin, each contained within its own varnished metal 'frame' or stand. To create the look, Copenhagen-based Norm Architects took their inspiration from the lightweight and elegant cast iron details typical of 1920s and 1930s interiors. It is a form that stylistically characterises the Victorian era and the subsequent Art Nouveau and Art Deco decades. The bathtub reinterprets the classic tub with lion-shaped feet, while the washbasin is reminiscent of plantpots

used at the time in the luxuriant, thriving winter gardens. Products in the collection are made from LivingTec composite material, which helps provide a smooth and pure contrast with the elegant black metal structures that give a sense of lightness to the overall aesthetic.

To create both the basin and the bath, Jonas Bjerre-Poulsen and Kasper Rønn of Norm Architects, worked by a process they describe as 'subtraction'. They explain: "From the very beginning our goal was to create design objects that were beautiful and sculptural yet at the same time light and airy, in an

industry sector – bathroom furnishings – which often tends to be dominated by visually heavy furnishing elements.

"In line with our minimalist philosophy, we tried to reinterpret the Modernist style of the 1920s and 30s, stripping it of its decorative excesses to reach the point where there is nothing more to add or take away in order to make the product better." **d**

Contacts

Ex.t / ex-t.com

Norm Architects / normcph.com

The black metal 'stand' which gives the collection its name has a lightness of touch that helps visually elevate the bathtub





Architects Jonas Bjerre-Poulsen and Kasper Rønn say that their Stand washbasin design was inspired by the classic plant pot typical of the winter gardens of the Art Nouveau and Art Deco periods

Fix Up, Look Sharp

WHEN IT COMES TO KITCHEN OR BATHROOM RETAILING IN THE UK, FEW ASPECTS OF THE TRADE HAVE CHANGED AS MUCH AS THE SHOWROOM, WRITES **GRAHAME MORRISON**

What was once the only game in town as far as product presentation was concerned often now has

to play second fiddle to an up-to-the-minute website with more bells-and-whistles than a Morris side on acid.

Given that it is not usually possible to show every kitchen or bathroom in a manufacturer's range in a single showroom, is it best for the retailer to present a cross-section of the products available, use the space to demonstrate what a good designer they are, a combination of both to inspire showroom visitors, or as an 'education centre' to show Jo Public that they can get a great kitchen or bathroom at an affordable price?

Few would deny that even in this switched on, socially media rich, internet-enabled 21st century, the humble kitchen or bathroom showroom has an important role to play, especially with the sale of quality products. "In a fast moving online world, showrooms are still a great option offering a truly unique customer experience, where they can see the products in action, and also ask any questions that they might have concerning design, performance and installation", says Liam Butler, Manager of the Miele London

Gallery. "People buy from people and showrooms which focus on delivering outstanding service with a personal touch, exceptional product and a great in-store experience backed-up by expert advice will always have the edge over their virtual price-led counterparts."

But increasingly, a well-appointed showroom is only part of the story. Ben Burbidge, Managing Director at Burbidge, explains: "As a business reputed for staying ahead of the latest trends and bringing new kitchen innovations to market each year, it is key that both our showroom and marketing literature accurately convey the craftsmanship that goes into each range.

"We have undergone an extensive revamp to our showroom to enable customers to better visualise the complete kitchen concept. Added to this, we have also developed a new brochure, to ensure our customers have the right marketing tools for their customers."

And designer Mark Wilkinson OBE adds: "Bricks and mortar showrooms are still a very important aspect of the business, but, just as the creative designers are supported by technicians, so the bricks and mortar showrooms are not expected to stand alone either and are supported by other elements of the organisation."



Floors of Stone went with the one stone for the full area of its showroom and office



NATURAL STYLE: Floors of Stone

“At Floors of Stone we used to have the standard tile showroom. Although well-presented, it was on an industrial estate alongside other building supplies companies,” says Tom Hollingsworth.

“The decision was made to create a new showroom by converting and renovating a 16th Century Watermill, where Floors of Stone now resides alongside our sister company deVOL and flooring and kitchen showrooms are combined.

“We decided upon having displays of all our products in some form but dedicating larger areas to the more popular stones. We went with the one stone for the full area of our showroom and office, and then laid some of our external stones within the grounds of the mill.

“Different showrooms have various techniques for attracting custom. We decided to include wildlife so that a visit to our showroom is not just a chore but an experience. Our resident peacocks, peahens, ducks, guinea fowl, swans, chickens and rooster provide a stress-free environment for people to view our products.

“We also feel that a showroom is an extension of the business, having a showroom that stands out and has friendly sales staff instils confidence in the customer; it gives the business a personal side so people feel that they are not buying from just a faceless corporation.”

"For Mark Wilkinson Furniture, as a bespoke supplier showing the whole spectrum of what we can do is impossible in any showroom, no matter what the size. We do tend to show those of our designs that are the best-sellers, relying on the support mechanisms to show everything else."

Increasingly today the 'support material' for a kitchen or bathroom retailer is online as well as in a printed form. "The role of showrooms is absolutely essential for companies that pride themselves on their furniture quality and design services and do not make sales directly through their websites," says John Curwen, Managing Director at Harvey Jones. "For these businesses, the website becomes an extension of their retail showroom 'shop-window' and is used to encourage potential clients to take further action and ultimately visit the physical showroom where they can see the furniture first-hand. For this reason, it's important that there is synergy between the two facets of the business. It is also important that a showroom can stand alone and that it entices 'passing' clients to come in who have never visited the company's website."

"Our retail partners use their websites as virtual shop windows to show many more inspirational kitchen designs than shop display space allows, and then to direct customers to the showroom

to find out more," agrees Matt Phillips, Head of Sales at Rotpunkt UK. "It is only there that consumers can touch the furniture, see how their kitchen could look in physical form and find out about the service they can expect throughout the project."

PWS' Senior Designer Graeme Smith adds: "Space is precious in a retailer's showroom and it's rarely possible to replicate large kitchen photography sets. As a next best we offer a popular solution for display design through our new range launches. Each photography set is planned with showroom displays in mind, built from a matrix of feature elements that will work as stand-alone pieces or larger working kitchens."

However, space isn't always essential to making a statement in a showroom. Andrea Hillier, National Retail Services Manager for Blum, points out that even if only one display is fully propped (and of course it can then be used as a demo kitchen) it can make a huge difference. "Even a fully propped 600mm space tower larder unit can show consumers what can be achieved with internal pull-outs and an overhead lift system," suggests Hillier. "Drawers with internal divisions complete with cling-film and foil cutters or spice racks and bottle storage can also provide a talking point."

A Callerton kitchen display in Kitchen International's Perth showroom



FIRST IMPRESSIONS: Kitchens International

"A kitchen retailer doesn't get a second chance at first impression so showroom design is vital," says Paul O'Brien, Director at Kitchens International. "It is the first opportunity to allow your potential customers to see what and how you do it and therefore it must be a perfect impression."

"To make a successful business showroom design is key – it's not advertising, PR or even the website – it's the REAL face of the company. We have chosen some stunning, state-of-the-art displays that entice people in but also allow our customers to immediately desire what is there so there is a feel of aspiration as you walk in."

"It's not a question of how it's designed and why but rather 'why we've chosen this design and how it works.' Each display has a complete brief behind it which our designers impart to our customers and it also demonstrates how good our installation and design is. If there were any flaws in our showroom it would reflect flaws in the company."





But just as the showroom is now just one element of presenting kitchen and bathroom solutions, product presentation is not its only role. And it is in the 'hands on' department that a showroom can kick the best of websites into touch.

"We ask retailers to display products as they would look in a bathroom – so, for example, a built-in bath, should be shown built-in and a BetteFloor shower floor should be displayed flush-to-floor", explains Samantha Wake, Sales and Operations Manager at Bette UK. "This is because we know that, by showing consumers how the products will actually look in situ, the retailer will achieve a higher level of sales. We are very confident in the durability of our products and so suggest retailers encourage customers to get into the bath or shower floor to experience it, and this can also only be done if the product is fitted."

Impress your visitors and clients and give them something to aspire to. Create room sets that they can see themselves living in or dream of living in.

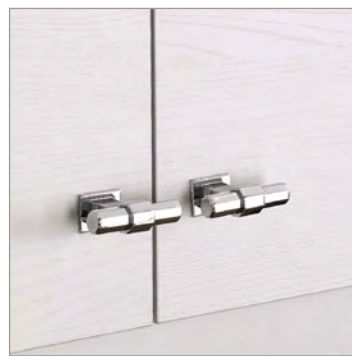
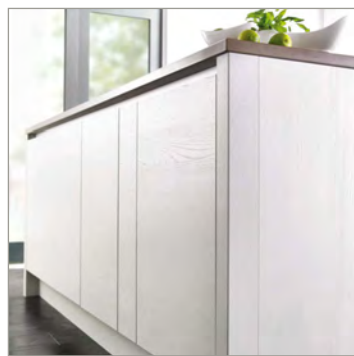
Craig Davies, Managing Director, Sub-Zero & Wolf UK

“““

The showroom is critical to introduce your company, brand and product to people, so a good first impression is essential.

Laura Weeks, Marketing Coordinator, Crosswater





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And Mark Larden, Managing Director of Geberit, agrees: "Showrooms still have a pivotal role to play in bathroom design, particularly with the growing trend for technology to be integrated into this space. While technology such as touchless taps and flush plates and shower toilets help to create a luxurious finish in the bathroom, the end user is seeking assurance that such products will be simple to operate and suit their lifestyles. This can only really be demonstrated in person, in a showroom environment, which is why we encourage our retailers to have working models on display whenever possible."

For Simon Collyns, Marketing Director at Symphony Kitchens, the kitchen or bathroom showroom is here to stay. "Showrooms will always be important in a consumer's journey for a big ticket considered purchase like a kitchen, bedroom or bathroom," he says. "Even though that journey may start online, it will almost certainly end in a retailer's showroom." **d**

“““

It's not called a  showroom for nothing – it allows us to show off our design capabilities, our quality of fitting and acts as a very important sales aid as we can 'show' customers the various finishes and fittings. Therefore the customer can have total confidence that what they are ordering is right for them.

Peter Hill, Senior Designer, Urban Myth

Contacts

Miele / miele.co.uk
 Burbidge / burbidge.co.uk
 Mark Wilkinson / mwf.com
 Harvey Jones / harveyjones.com
 Rotpunkt / rotpunktkuechen.de
 PWS / pws.co.uk
 Blum UK / blum.com/gb/en
 BetteUK / bette.de/en/
 Geberit / geberit.co.uk
 Symphony / symphony-group.co.uk
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 Kitchens International / kitchensinternational.co.uk
 Urban Myth / urbanmyth.net
 Sub Zero & Wolf / subzero-wolf.co.uk
 Crown Imperial / crown-imperial.co.uk
 Crosswater / crosswater.co.uk
 Keramag Design / keramagdesign.com

A Callerton kitchen display in Kitchen International's Perth showroom



We firmly believe that showrooms are key for luxury purchasers in the bathroom market, as a place where they can see and feel the quality of the ceramics and furniture, whilst drawing on the knowledge and expertise of the retailer.

Lynn Dale, National Sales Manager, Keramag Design

“”

It is important for retailers to include a statement or lifestyle feature, whether for the kitchen, bathroom or bedroom. It helps to give customers visiting the showroom the 'wow factor' which can be the deciding factor when it comes to choosing a retailer.

Simon Collyns, Marketing Director, Symphony Kitchens





Light House

LIGHTING MANUFACTURER SENSIO BROUGHT PRODUCT DESIGN IN-HOUSE IN 2013. WE SPOKE TO DESIGNER **DARCEY WOOD** ABOUT THE PROGRESS SO FAR, AS WELL AS THE STEEP LEARNING CURVE OF HER OWN CAREER PATH...



Sensio HD LED Drawer Light

DESIGNER: What is your background and what initially led you to a career in design?

DARCEY WOOD: I grew up in Watford where I studied A-level Product Design and Art. I've always had a general interest in design but this is where my love for design was nurtured. When I left school I wanted to combine art and design into a more technical role. I chose Leeds University to study Product Design as its course was based in the mechanical engineering building. It offered a more technical aspect to the product design course and included modules combined with the mechanical engineering students. I loved the course and decided that a design career was the right path for me.

DESIGNER: Tell us about the Product Design and Development Department within Sensio?

WOOD: I joined Sensio as part of a partnership arrangement that they have had for a number of years with the Electrical Engineering and Product Design department at Leeds University. It's currently a small department that

takes care of the development of existing products as well as developing completely new products from scratch. We can tailor bespoke products for customers too.

Our aim is to provide innovative lighting solutions for the kitchen, bedroom and bathroom market. We work closely with our sales and marketing team to get feedback from the market and we visit exhibitions and trade shows across the world to understand the latest technologies. I personally spend a lot of time using SolidWorks for development and analysing prototypes. We are planning to expand the department later in the year to keep up with demand. It's a very busy little team at present and I'm delighted to have been part of setting it up.

DESIGNER: Since it was set up in 2013, how has the department changed the way Sensio introduces new products?

WOOD: As Sensio has grown we now have a much stronger hold over making changes to and controlling the products we source. We now take

prototypes to customers during the development stages and that helps us to get feedback, to tailor the product and ensure it ultimately fits the brief.

As an in-house designer, it's great to be involved directly with our customers to meet, discuss designs through sketches and 3D models and to help us really understand what will and will not work in the kitchen, bedroom or bathroom environments. We also now create our own packaging graphics and drawings for instructions.

DESIGNER: Talk us through the typical stages of the product development process within Sensio?

WOOD: We base our product design around six key stages. The first is Discovery – who will use the product, what does the product need to do, and where and when is it used? Then we seek out Inspiration, which can include trade show visits to analyse trends, new developments, existing products, evaluation of user experiences, characteristics, quality standards, and design requirements.

The next stage is Creativity, which involves sketching and idea generation, user feedback and evaluating designs against requirements. Then the Development part sees further sketching and rendering using 3D CAD models and technical drawings, evaluating designs, consumer testing, costs analysis, as well as meeting with customers and showing prototypes.

Next is Presentation, specifically the graphics, packaging, instructional diagrams, and quality checks. Then finally, it is about Perfecting – CAD and technical drawings for manufacture, final prototyping and testing, design rights, quality checks for final prototypes, and installation testing.

DESIGNER: What are the biggest advances in technology that are affecting the way you design products right now?

WOOD: 3D printing is increasing at an incredible rate. We tested a small desktop 3D printer for a month not long ago – it allowed us to create really quick plastic models that we could design and test within a day and make adjustments.

DESIGNER: Which specific products have been your biggest challenges so far?

WOOD: We are really busy and most new products are a challenge, but the re-design of our really popular Quadra range of under cabinet lighting was a very recent challenge. We wanted to create a more modern and sleek design whilst improving the light output and spread of light on the worktop.

We worked hard to create a brighter light which features our surface light source technology (SLS), giving a diffused continual beam where individual diodes can't be seen. Then, after many prototypes, we created a longer structure to maximise the spread of light on the worktop whilst still hiding the wires and ensuring a seamless fit without a gap to the rear of the cabinet. The range now incorporates passive infrared sensors to switch it, or a group,



Sensio HD LED Flexible Strip

on or off and the light can be affixed under or over the cabinet. The range will be launched this month.

Our biggest and most challenging project will be launching later in the year – there have been a lot of obstacles and many prototype stages to really get it perfect due to the structural nature of the product. It's a very new design that has lighting at its core but it does so much more.

DESIGNER: Are there any specific categories that are likely to be a major development focus for Sensio in the coming months?

WOOD: We are looking at Bluetooth control/sound due to advancements in technology and how we can control different types of lighting from a single control, as well as different power solutions that can be integrated into the kitchen.

DESIGNER: What do you most enjoy about your role – and which aspects do you find are the most difficult/challenging?

WOOD: I probably find sketching and 3D rendering most enjoyable, but I enjoy it all. I find the trade shows in Europe interesting. They give us a fresh perspective and we generate many ideas from this type of research. I also enjoy the challenge of trying to meet a specific brief that we have either set ourselves or been set by a customer and it's always exciting to receive a prototype to test.

AS AN IN-HOUSE DESIGNER, IT'S GREAT TO BE INVOLVED DIRECTLY WITH OUR CUSTOMERS TO MEET, DISCUSS DESIGNS THROUGH SKETCHES AND 3D MODELS AND TO HELP US REALLY UNDERSTAND WHAT WILL AND WILL NOT WORK

“ ”

Contacts

Sensio / sensio.co.uk

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KITCHEN SHOWROOM LINE ONLY - Fusion is not available via any online appliance sites

The FUSION has been launched as a kitchen showroom line only. It's not available online demonstrating Quooker's commitment to its kitchen dealer network.

Contact us to find out more on the Quooker FUSION.

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WITH THE KITCHEN AS A SOCIAL SPACE FIRMLY IN HIS MIND, DESIGNER **KARIM RASHID** CREATED A FLEXIBLE AND OPEN SYSTEM FOR ITALIAN BRAND RASTELLI





The rounded cutout in the bank of tall units creates a cooking and prep area as well as a distinctive touch by a designer known for the curved aesthetic of his creations



High profile designer Karim Rashid has developed and extended his Karan kitchen design for Rastelli to include more options and materials.

First presented as a concept at Eurocucina in 2012 by Rastelli parent company Aran Cucine, the kitchen features the designer's characteristic fluid curves, but has flexibility for its user at its heart.

The design revolves around an open pedestal island, with a tapered curve that invites friends and family to pull up a seat. Both tap and LED light retract into the counter, leaving a flush surface. The addition of a multipurpose cutting board over the sink creates a solid dining space.

Soft curves continue on the wall unit. A rounded cutout creates a cooking and prep area whilst the inset back-lit mirror is edged by ambient lighting LEDs. Handleless cabinets hide the refrigerator, oven and pantry storage.

The use of glass, in matt or glossy finish, for doors, as well as the ceramic, helps to make a model which is already original and recognisable even more exclusive.

Rashid said: "The kitchen is the heart of the home. With that in mind, I took what is often a banal archetype of kitchenware and turned it into an elegant communal experience."

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With a range of material and layout options, the Karan kitchen can be tailored to either accentuate the curves or keep things more linear, whilst still retaining the soft organic look of the original concept

Contacts

Rastelli / rastellicucine.it

Town and Country

MEREWAY'S NEW KITCHEN COLLECTION OFFERS FURNITURE CHOICES FOR CONTEMPORARY AND TRADITIONAL DESIGNS THAT ARE EQUALLY AT HOME IN BOTH URBAN AND RURAL SETTINGS...

Mereway's bold new Town and Country collection opens up new possibilities for designers to mix and match traditional styles with a contemporary twist, period colours with modern shapes with a host of textures and iconic pieces, to create an eclectic array of possibilities and designs.

The dedicated town dweller can choose from minimalist flat slab doors, exciting textured finishes and modern wood grains that add drama. All of the essential ingredients for a contemporary kitchen are available. The sleek galvanised steel wine chiller, the tall banks of units to take the built in steam oven and coffee maker and contemporary glazed units for illuminated storage of those favourite designer pieces.

For a more traditional take in a city home, timeless panelled doors are available in a range of colours that are elegant in a town house setting. Add a classic mantle to frame the cooking area and an open wine rack cupboard and this town house kitchen takes on a much warmer and traditional feel.

Mereway has invested heavily in the launch of Town and Country, increasing the marketing budget to support the launch and communicate the 'it's all about choice' message.



Townhouse living: Islington in Treviso Dark with Pumice and stainless steel rail bar handles



Retailers have welcomed the new collection. "Town and Country gives us the tools to differentiate our businesses," said Jon White from Anderson Sinclair. "It is a fantastic product that opens up many different design possibilities, giving us a substantial competitive edge." **d**

Country comes to town: Gainsborough in Calico and Pumice with satin brushed nickel handle and knob

Contacts

Mereway Kitchens /
merewaykitchens.co.uk



Home Front

IN THE CONTEXT OF A GLOBAL BUSINESS ENVIRONMENT, WHAT INTRINSIC VALUE IS THERE IN BRITISH DESIGN AND MANUFACTURE? WE ASKED A SELECTION OF UK-BASED MANUFACTURERS FOR THEIR TAKE ON TODAY'S MEANING OF 'BRAND BRITAIN'...



Simon Collyns, Marketing and Export Director, Symphony Group

British heritage, which has given us our own individual style, is an important factor when considering designing for a British audience. Whilst we may take inspiration from all over the world, we always have to blend what we see internationally with this unique British palette to make a design right for our marketplace. The 'Made in Britain' label should offer consumers confidence, not only in the origin of the product, but also its design, quality service and its environmental credentials.

High quality craftsmanship and attention to detail is what is currently helping to set British design apart from other products on the market. This is no truer than in the furniture industry where historically Britain has stood out from its international counterparts. With kitchen furniture, Symphony has in the last few years revived this tradition by investing in innovative design and new technologies for this century. Our 'Signature by Symphony' range is a classic example of what we regard as the best of British kitchen manufacturing today: lasers deliver precision edged cabinets in a rainbow of colour options; and an automated water-based paint plant can interchange between colours, delivering not only a superb finish but one which is also environmentally friendly.

Consumers nowadays are more aware of the origins of their products which have given added importance to a 'Made in Britain' label, both for domestic and export markets. The demand for British-made and manufactured kitchens, bedrooms and bathrooms has been increasing in the last few years and we are providing more training and POS, ensuring that retailers have the knowledge to talk about where the product is made.

Symphony / symphony-group.co.uk



David Cole, Sales Director, Perrin & Rowe

Traditional, classic, Victoriana and heritage, are all words synonymously linked to British design, and for me, it is the attention to detail and level of superior quality, which sets our products aside from the international ranges available. Contemporary British design is more subtly patriotic, moving away from the rather trademark classical look, seeing sleek, modern British designs such as monobloc and bridge-style options standing firm as the kitchen favourite.

Due to the marketplace offering more detailed and informative product information, consumers are now becoming more adept at recognising the difference in calibres, and I believe British manufacturing has been responsible for this change in consumer perception. A great example of such high quality would be the infamous brand, Thomas Crapper, famed for the promotion of its British sanitaryware. Having held four royal warrants and existed through five reigns spanning 148 years, Thomas Crapper & Co. is a fine example that British design when done correctly, can truly stand the test of time.

Being self-sufficient can prove challenging for some British companies, especially if you do not have the support of a multi-skilled workforce and manufacturing facility. However, if you ensure that the suppliers you deal with are like minded and 100% ethical, I am sure you can't go far wrong. Built on a clear understanding of the requirements in the luxury sector, it is that reliability, durability, quality and real value for money that we make available to our retail network. Nothing is mass produced and instead, we concentrate on manufacturing individual handmade products that our retailers can promote as a point of difference.

Perrin & Rowe / perrinandrowe.co.uk



Matt Rotherham, Commercial Director, J. Rotherham

There are not that many manufacturers in our industry that are 100% British, with a lot essentially being wholesalers or distributors who bring products in from abroad and put their name to it. As such, consumers might believe they are buying British, when in fact they are only buying from a British company that supplies overseas products. J. Rotherham has successfully answered the demand in specialist areas that require British production, and this has ultimately stemmed from a shorter lead time and quality perspective. We deliver an authentic British product and service which has allowed us to target some big markets and with that, brought in a lot more business. In essence, this has not only boosted the UK's economy but also builds upon our own individual growth and continues to steer buyers away from foreign markets that do not offer the same product assurance.

When buying British-made goods over foreign alternatives, you are not just helping the environment, you are also likely to benefit from higher quality workmanship. Manufacturers in the West – particularly those from Britain – have a very strict approach to quality, stemming from their heritage and generational skill base. British firms can draw on a resource of people who have a very good eye for detail and can finish products to a higher standard than would be seen from the Far East, so the customer can expect to receive a superior product.

Fortunately, there are steps that can be taken by businesses that genuinely do source and manufacture their products in the UK to promote themselves and their British credentials. The 'Made in Britain' stamp of approval can be used to highlight all-British goods and services and for J. Rotherham, the all-British tag is a major differentiator, and one that helps in the marketing of our products.

J. Rotherham / jrotherham.co.uk



David Osborne, Managing Director, Roman

There are numerous advantages to being a British manufacturer. We are able to be much more flexible with our lead times, volume variations and minimum order quantities. Products ordered will be built the following day for quick despatch so you do not need to store large stock of products. Another key advantage to manufacturing our products in the UK, is that we can ensure product quality. We can carefully monitor the quality of all our products, in a way that would not be possible if we were to simply import them from overseas.

We have an in house Customer Service team who are able to offer total support because they are not only fully trained on how to install the products, but also on their manufacture. Being based in our headquarters, they also have quick and easy access to production and design to resolve any unusual queries.

Roman capitalises on the fact that the Made in Britain logo not only appeals to the UK market but it is also seen as a major selling point in Commonwealth countries and other key international markets. Products that are Made in Britain are now being seen as higher quality. It is particularly important in the Middle East and Asia. The commercial benefits of UK manufacture are now increasingly compelling and must be embraced and clearly communicated by manufacturers – the balance has now shifted firmly back to the UK and needs to be capitalised upon.

Roman / roman-showers.co.uk



First Impressions

Bespoke Painted Collection



Tony McCarthy, Commercial Director, Crown Imperial

British design is often epitomised by its individuality, with heritage and culture playing a key role in creating the unique identities of many British products and services. Consumers tend to champion the 'Buy British' philosophy and look for companies who deliver quality, longevity and design closer to home. In addition, consumers are more aware of the importance of retaining and investing in British craftsmanship to ensure it continues to be passed onto the next generation.

In 2016, Crown Imperial will celebrate 70 years of producing British-made furniture, a key milestone that demonstrates our ability to adapt and develop to the changing market factors coupled with a sustained high level of service. As a family-run British business we find it is often a key USP for retailers, offering furniture products where our brand heritage is looked upon favourably by consumers.

Key export markets include Scandinavian countries, particularly Norway and Sweden. This year we opened a new showroom in Norway to showcase our British furniture. Over the last decade, Crown Imperial has built a network across Norway, our British heritage and shared history playing a key part in our appeal to a Norwegian audience.

We will continue to champion the 'Made in Britain' hallmark and philosophy in every area of our business and wider community. It's all about flying the flag for British design and capitalising on every opportunity that arises.

Crown Imperial / crown-imperial.co.uk



David Dare, Managing Director, Shaws

As a British manufacturer, the odds are stacked against us in terms of cost. Hence, we focus on ultimate quality, manufacturing flexibility and strength of brand and we need the strongest team to deliver that.

Shaws fireclay sinks have been manufactured in England for 118 years. The classic styling of Shaws sinks is not and never has been based on the whim of the 'fashion of the day'. Its hallmark is timeless: the highest quality combined with form and function. The original Belfast sink, of which there are seven sizes, is still significantly popular with sales continuing to grow and Shaws remain the premier manufacturer of this product.

The 'Designed/Made in Britain' tag is very important for us. The cache of 'Made in Britain' has always been a sign of quality, especially in the traditional sink market. English ceramics have a worldwide reputation for luxury and timelessness and our brand embodies that. In fact, the new size Shaws Classic bow front Waterside 800 sink won the Gold Award for 'Best Product in Show' (KBIS) in New Orleans 18 months ago.

So what could British manufacturers be doing to maximise the potential of the home-grown tag? Well, do it, don't just pretend to do it. Stick to the highest quality materials, methods and people, design products considerably and then you can market your 'Made in Britain' message around the world confidently and with pride.

Shaws / shawsofdarwen.com



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Michael Linsky, Director, Sensio Lighting

Sensio may manufacture some of its product abroad but all our designs are created and tested at our HQ in the UK since having set up our in-house design team. We find it so much more efficient and effective. The UK designer understands the UK market and it is easier to check prototypes with UK customers or potential consumer groups when it is all based in the UK. The USP for Sensio is that it speeds the whole process up and in a technology-driven market it helps us to get new innovations to market first.

For us, the 'Designed in Britain' label is appreciated by our trade customers, they understand the benefits it gives to us. We have a sales team in touch with the market and they give constant feedback to our in-house marketing and design department allowing us to design new products and develop existing ranges as the market demands.

We have had a relationship with our local Design facility at Leeds University for some years and taken many young product designers on placement during that time, which both allows the designers of tomorrow to strengthen their skills whilst helping us push through more unique product concepts. There's obviously a cost to setting up an in-house design team but the pay back on a successful design can be phenomenal.

Sensio / sensio.co.uk



Steve Birch, Sales Director, Vogue (UK)

British design is synonymous with traditional style and is also celebrated for its versatility. Not only can this style be introduced into any decor, whether working with a modern studio apartment or period property, but also British design lends itself to most interior trends, encouraging both designer and homeowner to create an environment which has plenty of depth, character and a certain 'wow' factor.

With products that have been designed and manufactured in Britain, customers can enjoy greater control, as well as better communication with the brand at both the design and supply stages. Rather than purchasing a mass-produced product that can be found in any residential property, British design and manufacture celebrates products that have been created by highly skilled, specialist craftsmen and which can be tailored according to customer requirements and individual tastes.

Designing and manufacturing products in Great Britain enables you to push design boundaries and experiment with different materials and techniques to create pioneering products. This has ultimately safeguarded Britain's future as a leader in innovative design and of course, developing homeland manufacture.

Consumers place trust in companies that manufacture in Britain. Not only are they confident that the products being purchased meet the highest standards of quality, but delivery times are often reduced too. In addition, should there be any issues with an order, it is easier to trace how far along the manufacturing line the product is and when it is being distributed.

The 'Designed/Made in Britain' label still carries a great deal of prestige in many overseas territories, where the British panache for the highest quality design is renowned. This is particularly the case in countries like USA where British goods have always been appreciated.

Vogue UK / vogue.co.uk



Graham Jones, Sales and Marketing Director, Mereway Kitchens

British design is tailored for the British market. It is quirky, personal, fun and individual, as opposed to German design which is conservative and efficient but lacking in originality and personality. British design has always been known for quality but in recent years has become better regarded for design flair, which used to be thought the preserve of the Italians.

We have seen a surge of interest in all things British in recent years. When we launched our Modern Classic collection two years ago, Made in Britain, was a central part of the marketing message.

Statistics from consumer research undertaken by Make it British found that over 60% agreed that if an online store promoted its products as British-made it would give them greater trust in the site. A similar number of those surveyed also said that knowing that something was manufactured in Britain made them assume that it was well-made.

The launch event was built around a Great British design theme and we created two British themed videos. We have always been proud of our 'Made in Britain' heritage. It is an important part of our brand message and customers know that it represents quality and design expertise.

For a high ticket item like a kitchen or a bathroom, customers want to know that they have invested wisely in a product that will last, so buying British will always be important whatever the market conditions.

For the future of British manufacturing success, businesses must continue to invest in traditional skills – you will still find people using traditional tools to carve wood and hand finish products in our kitchen factory. We must also continue to raise awareness with awards that celebrate companies that still manufacture in the UK, such as the Made in the UK Awards.

Mereway Kitchens / merewaykitchens.co.uk

“““

FOR THE FUTURE OF BRITISH
MANUFACTURING SUCCESS,
BUSINESSES MUST CONTINUE TO
INVEST IN TRADITIONAL SKILLS –
YOU WILL STILL FIND PEOPLE USING
TRADITIONAL TOOLS TO CARVE
WOOD AND HAND FINISH PRODUCTS
IN OUR KITCHEN FACTORY

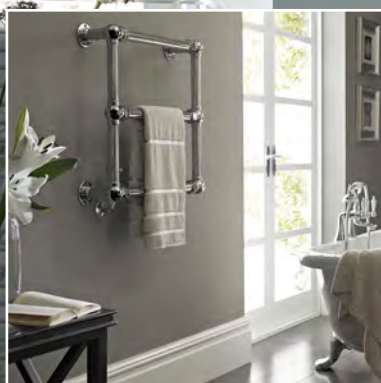
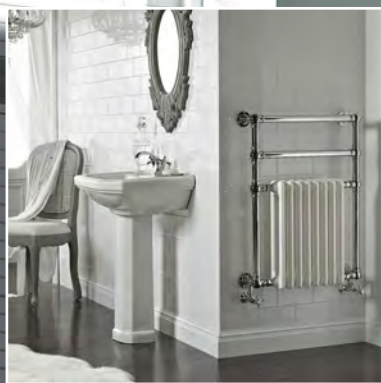
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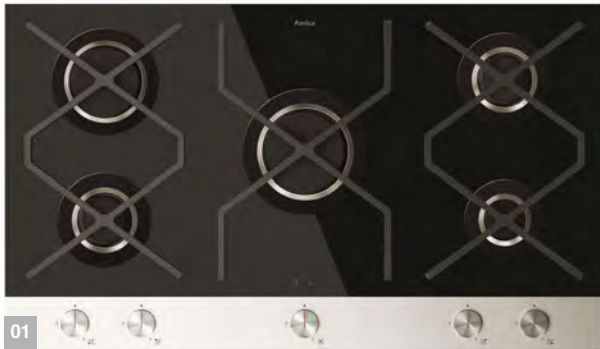
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(1) Brand new from Amica, this range of large format gas-on-glass hobs satisfy the demand for multifunction gas hob cooking. Available in stainless steel or as shown black glass the 90cm versions include 5 powerful burners with cast iron pan supports.
amica-international.co.uk

(2) ILVE rangecookers now feature unique precision

temperature control on oven temperatures that range from 30°C to 300°C. Available with a microwave and induction hob, ILVE can provide a truly contemporary range cooker.
ilveappliances.co.uk

(3) Amica Zen oven is a stunningly simple oven with no noisy gadgetry. For the consumer looking for a multifunction oven with a

clean unobtrusive design then this Red Dot award winner ticks all the boxes. The different choices of wooden handles can be customised or finished to match every style of kitchen décor.
amica-international.co.uk

(4) The Heaven Glass 2.0 90cm ceiling extractor from Faber features a stunning white glass finish, perimeter extraction

and is now available to use with a powerful external motor.
faberhoods.co.uk

(5) Wine Wall from Wine Corner is an innovative, modular storage system for displaying, storing and serving wine. As a modular system you can choose from different frames and finishes for a modern or classic style to suit the room setting.
winecorner.co.uk



07



08



09



10



11

(6) The Falcon 1092 Deluxe CT dual fuel range cooker features a professional style cooktop. The cooktop allows the use of several saucepans at once across the full surface area.
falconappliances.com

(7) Designed with meticulous attention to detail and available in vibrant colours, the Mercury 1082 makes a bold

statement in any kitchen.
mercuryappliances.co.uk

(8) Amica ovens all have telescopic shelves for easy access. Honeycomb trays make grilling and baking easy as they stay perfectly flat and don't warp with heat. Like all Amica products, ovens are all supplied with a comprehensive two year guarantee.
amica-international.co.uk

(9) The chic French style Elise 90 is the latest addition to the popular Rangemaster Elise series which also includes 100 and 110cm models.
rangemaster.co.uk

(10) Quatreau is the only tap to deliver RODI pure water and filtered tap from an innovative touchscreen. It's impressive 4 functions - Boiling, Chilled, Sparkling, Hot & Cold –

sophisticated design and eco advantages make Quatreau indispensable.
quatreau.com

(11) Franke's new Greenline energy-efficiency standard for its premium brushless motor extractor hoods provides a quick and easy visual guide for the trade to select Franke's most energy-saving models.
franke.co.uk

Fashion Forward

A NEW RANGE OF INDOOR OR OUTDOOR FLOOR AND WALL TILES BRINGS TOGETHER A VERSATILE AND PRACTICAL SURFACE WITH A TOUCH OF DESIGNER DETAIL...

British Ceramic Tile has partnered with fashion brand Ted Baker to launch a new collection of tiles for the home. The Ted Baker Residence range includes a selection of wall and floor tiles for a number of different applications.

GeoTile is perhaps the star of the set. Inspired by the Edwardian tiles that lead up the pathways of London townhouses, the design combines a tonal grey colour palette with striking geometric prints. They can be used inside or out and on both walls and floors.

ParqTile meanwhile, features a classic parquet effect on versatile porcelain tiles and is available in two colour options – a contemporary grey or traditional brown with grain effect.

Also available as part of the collaboration is TacTile, a set of 3D-effect textured tiles in grey and matt white, and the ArTile range, consisting of pieces designed to work as standalone pieces of wall art or kitchen/bathroom splashbacks featuring vintage-inspired glass artwork.

Contacts

British Ceramic Tile /
britishceramictile.com



ParqTile



ArTile



GeoTile



VersaTile

Inspired by the Edwardian tiles that lead up the pathways of London townhouses, GeoTile combines a tonal grey palette with geometric prints

Instant Appeal

TRANSFORMING ITSELF FROM A LUXURY BOLT-ON IN VERY HIGH-END PROJECTS TO A PRIORITY PURCHASE FOR ALMOST ANY KITCHEN, THE HOT WATER TAP IS A PRODUCT CATEGORY VERY MUCH ON THE UP

It's hard to imagine a kitchen product that has come so far in such a short space of time as the hot water tap. Sure, induction hobs and steam ovens have made a huge impact on consumer wish lists, but there is something so attention-grabbing about the ability to have hot water for drinks or cooking literally on-tap without the need to boil a kettle.



Stephen Johnson, Managing Director of Quooker UK, said: "Prospective new kitchen buyers

are definitely grasping the potential of the genuinely 100°C boiling water tap. The message is being received that the 100°C boiling water tap rapidly becomes the most frequently used appliance in the kitchen and our dealer partners tell us that they increasingly incorporate a Quooker into almost every new design; frequently at the customer's request, but also almost routinely now at the designer's suggestion."

He adds that demand for boiling water taps is undoubtedly growing, with over 80,000 UK installations for Quooker in 2015 and the company estimates the market to be doubling each year. "Designers have seen so many delighted customers who

wouldn't be without a boiling water tap again that it's become natural to recommend it. The growth of the boiling water tap market has been rapid, even while the growth of the kitchen market slowed through the recession, and it's still accelerating."

Steve Rutter, Marketing Operations Manager at Franke, believes that the biggest shift in the market has been brought about by increased consumer awareness. "Hot water taps are fast becoming a mainstream purchase and could soon be as commonplace as an oven, seen in every kitchen," he said. "This is reflected by more brands entering the market."

However, he adds that as their popularity grows and the choice of models proliferates, it's important that consumers understand the differences in terms of design, materials and functionality at different price points so that they can make an informed choice. "For example, there are only a few models that actually deliver boiling water at 100°C at the point of delivery, as opposed to those which deliver steaming hot water.

"Some have larger water tanks, include limescale filters or fit underneath a plinth and some warranties will be longer than others

so there are many differentiating factors for consumers to be aware of."



The progress that has been made in this category is not just down

to awakening market awareness however. Manufacturers have been busy with developing functions, finishes and efficiency and with lots more to come. David Cole, Sales Director at Perrin & Rowe, said: "At the top end of the market, you will see brassware designs with 'added value' features such as ceramic disc technology, filtration or the ability to provide steaming hot water in an instant. Slightly more expensive, these revolutionary systems are slowly replacing the traditional monobloc kitchen mixer; giving greater user-control, increased function and performance.

"Hot tap technology is extremely popular nowadays, becoming a must-have addition for those homeowners who want boiling hot water instantaneously. However, with the market becoming saturated with so many different designs and features, it is important to remember that quality, function and performance will vary greatly from brand to brand."

He suggests that specifiers should err towards a hot tap with a tank that is WRAS Approved: this will guarantee the hot tap is fully accredited and operates safely.

All-in-one taps which provide more than just hot and cold mains water are more readily available, with designs advancing all the time. Perrin & Rowe has just introduced a new 3-in-1 kitchen tap that dispenses hot, cold and up-to 98°C steaming hot filtered water. Eliminating the need for a separate filtered water source and outdated kettle, this new 3-in-1 Hot Tap is also controlled digitally via an LCD touch screen.

“Nanotechnology is another new feature we have designed for the kitchen market,” adds Coles, “creating premium filters for our range of hot taps that allow filtered water to pass through and be free from chlorine and other harmful metals and bacteria. Not only that, but our nanotechnology filter will also act as a lime inhibitor, which will ultimately increase the lifespan of the hot water tank by preventing limescale build-up.”



Michael Gray,
Grohe UK
Training Manager,
said: “Some
manufacturers

are now offering clever technology that prevents the tap body – including the spout – from ever getting hot, thereby ensuring no scalding on hot surfaces. Look out also for certified child proof handles which will prevent any nasty accidents if the consumer has little ones in their household.”

Gray adds that as well as safety, energy saving is another key reason for the growing popularity of this product category: “A kettle hot water tap encourages responsible management of energy and water. The hot water tap pours hot water on demand straight from the tap, therefore saving energy by eliminating the need to boil water in a kettle, or wait for water to boil in a pan. With a kettle hot water tap,



The Quooker range includes the Fusion COMBI system, which dispenses the required amount of 100C boiling water, as well as cold water, and also provides an instant supply of hot water at 50-65C, all from one tap operating from a cold water feed only

Below The Grohe Red kitchen tap keeps three litres of filtered kettle hot water ready for immediate use at all times. The tap uses 2100kW energy, compared to 3000kW for a kettle, and costs 12p a day to maintain the water at 99C





Perrin & Rowe's Phoenix Hot Tap creates added functionality in any kitchen space by dispensing hot, cold and up to 99°C steaming hot filtered water, eliminating the need for a separate filtered water source and kettle



Quatreau has four functions – boiling, sparkling, chilled, hot and cold – and its modular approach means customers can choose exactly what they want. Available in brushed or stainless steel, as well as bespoke finishes, the tap features a touchscreen control

consumers will only use the amount of water required when making a hot drink, therefore avoiding water wastage.”

As well as the design and functionality, there are less obvious, yet just as important factors to consider when specifying a hot water tap. Franke's Rutter said: “All kitchens – from compact city apartments to spacious open-plan styles – will benefit from slim line, space-saving tanks which sit underneath the plinth, as opposed to those models that eat into valuable cupboard storage.

“The ongoing maintenance is also important, as all taps in this category will need to have the filter replaced regularly. Checking how simple this process is for the end user will ensure they will be completely happy with the product long-term, rather than them feeling irritated and facing unanticipated expense and hassle further down the line.”

Jason Turze, Product Manager, Home Comfort UK & IE, AEG, said: “A sleek and minimalistic look is popular at present as customers seek appliances that integrate into the kitchen, helping to decrease clutter. Stainless steel curved and square spout designs are modern yet classic, so match with existing kitchen cabinetry.”

The hot tap aesthetic has been almost entirely contemporary up to now, although Perrin & Rowe has launched three new styles of Mini Instant Hot Tap: the Contemporary Mimas, Country Aquitaine and Traditional Parthian.



On top of looks, functionality options are also sparking added interest. Roger Wiltshire, Sales Director of The Pure H2O Company which manufactures the Quatreau tap, said: “We're hearing

from our customers that it's no longer enough to have just a boiling water tap. Increasingly clients and specifiers demand more options including chilled and sparkling, which Quatreau offers as standard.”

Whatever the functions, for retailers, demonstrating the product seems to be key to convincing customers. Quooker's Johnson said: “A working Quooker helps to generate some 75% more sales than a non-working display. It also helps dealers to make their showrooms more inviting; they can welcome visitors with a tea or coffee without interrupting the flow of conversation. We often hear that customers ask for ‘one of those’ before the designer has even got round to explaining how the Quooker works, just because they see it in action making their drink and because the time saving and ease of use is so obvious.”

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Franke's Minerva Mondial boiling water tap in premium solid stainless steel finish shown with a Franke Planar PPX251 sink in stainless steel

Below The AEG ProSource tap is a 3-in-1 kitchen tap that delivers instant fresh, purified steaming, hot and cold water. It uses just under 50% less energy to heat water than an electric kettle, whilst the steaming hot water tap also means consumers use up to 85% less water





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Above Zip's HydroTap Sparkling All-in-One delivers boiling, filtered chilled still and sparkling, and hot and cold water from one tap

Right The 3 in 1 Hot Tap from Häfele provides a jet flow stream of cold and hot water with a separate channel for piping hot water (98°C) delivery. The product has been designed to ensure there is no surge during draw off and no spluttering

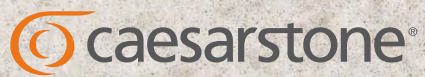
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Contacts

AEG / aeg.co.uk
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 Grohe / grohe.co.uk
 Häfele / hafele.co.uk
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Lofty Ideas

CREATING A WHITE MINIMAL WETROOM INTO THE ROOF SPACE OF A 15TH CENTURY TIMBER-FRAMED SUSSEX HOUSE WAS A CHALLENGE OF DESIGN AND ENGINEERING

The homeowners of this historic detached 15th century Sussex hall house decided to completely update the property. Despite the ancient beams and crooked windows of their rural home, they wanted to create an ensuite wetroom with a bright, white minimal look in their attic bedroom.

Knowing they would need expert fabrication to cope with the difficulties of their period home, the client enlisted the help of Chris Cook, Director of Solidity, to create a bespoke Alpine white Hi-Macs wetroom in the space.

"Solidity's mantra is 'smart but functional' which was exactly what the owner wanted," said Cook, "clean, simple lines and totally unfussy. The bathroom is very minimalist; the client wanted a modern, linear vanity, with minimal waste and some storage as well."

The spacious wetroom occupies one end of the large, timber-framed attic bedroom, which was not without its challenges. "The ancient beams and old windows were the main issues we had to address," said Cook. "And as the home is an old





The large basin and vanity unit was formed out of white Hi-Macs, as was the fitted storage around the edge of the wetroom which was cleverly designed so that moisture from the shower above was unable to enter the drawers



AS THE HOME IS AN OLD STRUCTURE, THERE IS A LOT OF MOVEMENT, WHICH MEANT WE NEEDED A FLEXIBLE PRODUCT

“”

structure there is a lot of movement, which meant we needed a flexible product – that is why we chose Hi-Macs.”

The material was used to create the shelving and storage, vanity unit and basin and the wall and floor cladding. As well as the challenges of fitting a wetroom into an old building, incorporating storage into an environment full of cascading water also brings its problems. “As the drawers in the storage area have the potential to get wet, we stepped the fronts, so that when they are closed, if water does come into contact with them, it doesn’t run down into the drawer below,” explained Cook.

The shower is in the middle of the wetroom space so there was no obvious place to put the controls, meaning that the high-tech solution of an Aqualisa iLux digital shower with wireless remote control was used, in conjunction with a large Hansgrohe showerhead.

Other products specified for the space included a Villeroy & Boch Lifetime wall-hung WC, Dornbracht Mem single handle basin mixer and a Bisque Orbit stainless steel towel rail.

Cook is understandably pleased with the end result of a complex project. “It’s lovely,” he added. “We hit the brief and the customer is totally delighted.” **d**

The seamless white finish across the floors, walls, basin and storage was achieved using Alpine white Hi-Macs, a non-porous acrylic solid surface material

Contacts

Solidity / solidity.co.uk
Hi-Macs / himacs.eu

THE NEW 25MM RANGE FROM TMUK

25 DOME

Sample price: **1200 x 800**
RRP. Tray £157.50 / Waste £20.00 / Total **£177.50** (ex VAT)

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- ▶ High flow 90mm dome waste unit
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25 SYMMETRY

Sample price: **1200 x 800**
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- ▶ Advanced design technology incorporating hidden water capture

- ▶ A genuine wet room alternative
- ▶ Tested to 33 litres per minute
- ▶ Fitted flush for level threshold entry
- ▶ Suitable for wheelchair access

BETTER

25 LINEAR

- ▶ 25mm high quality stone resin
- ▶ Dedicated high flow waste unit & unique flush fitting stainless steel waste grid
- ▶ A genuine wet room alternative
- ▶ Advanced design technology including micro water flow management & hidden water capture
- ▶ Tested to 33 litres per minute
- ▶ Fitted flush for level threshold entry
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Industrial Edge

A NEW DESIGN FROM **KEY CUCINE**
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WELCOMING TOUCH TO THE KITCHEN...

Vintage wood drawer fronts provide a striking contrast to the marble worktop and the metallic finish of the kitchen units



The rough uneven texture and charm of vintage wood contrasts brilliantly with the elegance of the titanium coloured metal finish in this kitchen design from Key Cucine of Italy.

The wood covers the drawer fronts of the Factory kitchen and also acts as a striking visual accompaniment to the large black natural Emperor marble top.

Designed by Alessio Bassan, the kitchen adds to its strong industrial look with an enamelled mesh tray raised up above the worktop. It also features large spacious drawer units equipped with accessories, appliances and a stainless steel sink featuring a number of optional elements.

The design also makes the most of its storage potential, with a tall unit with large side-hinged doors, pull-out drawers, and crystal or stainless steel shelves.

Contacts

Key Cucine / keysbabo.com

The black Emperor marble worksurface is topped with an enamelled mesh tray to add to the industrial look. The stainless steel sink features a number of practical accessories



May Design Series 2015

A FEW SELECTED HIGHLIGHTS
FROM THIS YEAR'S DIVERSE DESIGN
EVENT AT LONDON'S EXCEL...

Lighting brand Astro showed a number of lighting solutions for bathrooms and living spaces.
Astro Lighting / astrolighting.co.uk



Interior designer and President of the British Institute of Interior Design, Daniel Hopwood, took part in a conference session on new directions in materials, colour and texture

Industrial designer
Sebastian Conran
spoke at the seminar
programme during a
session examining
whether compact living
can help solve the
housing crisis



Bathroom in Neolith
Calacatta by Spanish
surface manufacturer
TheSize. **Neolith by
TheSize / thesize.es**



German kitchen brand Rotpunkt presented a double island display and banks of full height units. The kitchen was shown in Dark Real Oak textured woodgrain finish combined with Grigio soft grey matt, and featured laser edge Zerox handleless furniture with integral, remote control lighting.
Rotpunkt UK / rotpunktuk.com

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Top left German kitchen brand Leicht showed its new concrete finish at May Design Series. The stand also featured the new Synthia kitchen in Havana Oak. **Leicht / leicht.com**

Top centre Among a number of new products from Roman was a new digitally printed glass offering, enabling a shower screen to be ordered in a number of striking designs, including brick, rainforest, and a glass block pattern as shown. **Roman / roman-showers.com**

Top right French bathroom fitting manufacturer THG presented a selection of its wide-ranging product offering, including its Beyond Crystal range. **THG / thg.fr**

Above left The Deco Bathroom Collection was among the products presented by Perrin & Rowe, which also launched its new 3-in-1 Hot Water kitchen tap at the show. **Perrin & Rowe / perrinandrowe.co.uk**

Above right Spanish kitchen brand Doca presented its latest range in a new ceramic finish, with matching ceramic splashbacks and worksurfaces. The colourway is a light biscuit shade with a fine vein detail running through it. **Doca / docauk.com**

Right Dornbracht showed its new CL.1 bathroom fittings series at May Design Series. Designed by celebrated German duo, Sieger Design, the tap fitting has two striking features: a new

flow pattern that gently immerses the user's hands in 40 soft, individual jets of water; and unique handles with two different surface textures, inspired by architectural façades. The CL.1 range is available in plated finishes, polished chrome and platinum matt. **Dornbracht / dornbracht.com/en**



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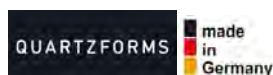
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KITCHENS



Kitchens with Curve Appeal

Curves not only deliver stunning visual impact but can create more floor space and eliminate pointy corners. Curves that come in grey – the colour of the moment – look stunning. Landau's Nature's Choice kitchen door range includes 66 standard curves in various heights and radii in both convex and concave and the manufacturing capability to produce custom sizes, which guarantees a complete solution for any kitchen.

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laundau.uk.com



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0116 257 3415
himacsuk.co.uk



SINKS



Popular Centinox Sink Range

Franke has extended the popular Centinox sink design in its Specialist Range with the addition of four stylish new stainless steel undermount models, complementing the existing inset option. The four models, from a half to 1.5 bowl, offer the flexibility to be mixed and matched to suit a customer's individual needs for functionality and design.

Franke
0161 436 6280
franke.co.uk



DESIGNER PORTFOLIOS

TAPS



Chao from Abode

Chao is just one of eight new ranges of chrome bathroom taps for 2015 from Abode. With a subtle, yet beautiful form, Chao is a modern classic in the making with an organic style, featuring striking curves. The tall Chao basin mixer adds a designer-style statement to any bathroom with its sweeping design and single lever control for effortless single handed control.

Abode
01226 283434
abode.eu

abode

SHOWERS



Iconic British brand: Aqualisa

Aqualisa is an iconic British brand with a name for innovation and quality in showering technology since 1976. The product range is backed up by exceptional customer care centre at the company's headquarters in Westerham, Kent.

Aqualisa's ultra-safe digital showering technology leads the field and is fast becoming a bathroom 'must-have'.

Aqualisa
0800 652 3669
aqualisa.co.uk

AQUALISA

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SensioSound is the first LED under cabinet light with Bluetooth audio speaker integration in the UK. Not only does this fitting provide a brighter output than any other Sensio spot light as well as having no visible LED points, you can wirelessly play your music through the speaker via Bluetooth. Perfect for the increasingly popular open plan kitchen design.

Sensio Lighting Ltd
0845 0340 780
sensio.co.uk

sensio
furniture lighting solutions

SHOWERS



SANEUX updates WOSH range for 2015

Specialising in modern and beautiful bathroom solutions for a wide variety of discerning clients, Saneux is proud to present a new and improved version of an already highly successful range. Incorporating polished aluminium frames and 6mm toughened Clearseal glass, the WOSH enclosures

have an elegant and spacious look and feel that is versatile enough for any modern bathroom.

Saneux
0800 1973 800
saneux.com

saneux
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BATHROOMS



RAK launches Harmony bathroom range

RAK Ceramics has launched its new Harmony bathroom range. Harmony offers a luxurious, Italian-designed range of sanitary ware and basins, complemented with matching furniture. All products share a simplistic but stunning look; the curved lines of the sanitaryware and the furniture's sleek design features – including push/release drawers and ambient lighting – work in total 'harmony,' providing a stunning bathroom design at an affordable price.

RAK
01730 237850
rakceramics.co.uk

RAK
ceramics

BATHROOMS



Twyford extends its popular e100 range

Twyford has extended its popular e100 ceramics range with stylish, practical furniture including modular side cabinets, mirror cabinets and vanity units. Useful features include a fold-down mirror cabinet shelf, internal door storage, towel hooks and lighting kits. The furniture is available now in grey ash wood and high gloss white and guaranteed for two years.

Twyford
01270 879777
twyfordbathrooms.com

Twyford

BATHROOMS



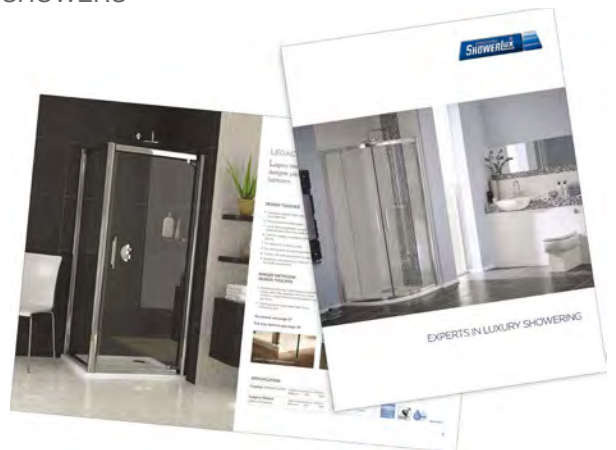
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01525 373202
onthelevel.co.uk

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SHOWERS



The New Face of Showerlux

In-line with the continuing development of their showering portfolio and to reflect the luxury showering brand, Ideal Bathrooms have created a brand new Showerlux brochure. Redesigned to offer customers an improved shopping experience, the new brochure features full page imagery, improved product feature text and full specification details, making it easier to find the luxury enclosure they want.

Ideal Bathrooms
0800 634 2600
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BATHROOMS


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ONE LAST THING FROM THIS
MONTH'S MAGAZINE...

With technological advances always on the rise it comes as no surprise that technology has followed us into the bar...

Digital shopping is depleting the High Street and self-checkouts are beginning to take over the role of manual till operators, but is this the end of the barkeep too?

Italian engineer and inventor Carlo Ratti and his team at the Massachusetts Institute of Technology have created Makr Shagr, the world's first robotic bartending system. The mixology machine allows users to create personalised cocktails in real-time via an application available on a smartphone or tablet.

"Makr Shagr does not suggest replacing the bartender with a robot," (cue the collective sigh of relief from mixologists worldwide), "but rather was conceived as a social experiment that looks at how people might embrace the new possibilities offered by robotics and digital manufacturing," explains Saverio Panata, COO of Makr Shagr.

Ratti adds: "Makr Shagr is a great example of how robotic technologies are changing the interaction between people and products." **d**

Contacts

makrshagr.com/en



Photography: Nicholas Marchesi





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